



# ***NEWS RELEASE***

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## **Spiritual Fitness Wear**

**Santa Ana, Calif.** – Heather Lee Battey, founder of Spiritual Fitness Wear located in Mission Viejo received an SBA loan from South County Bank in March of 2004 with the assistance of two SCORE consultants. One SCORE consultant helped her prepare cash flow projections and continues to assist her in preparing financial reports while the other consultant advised her on how to market her clothing line. Ms. Battey obtained the necessary technical support from SCORE to better manage and grow her business.

Before developing her clothing line, Ms. Battey was a successful personal trainer, wrestler and stuntwoman, winning Ms. Fitness Western States and the Women of Wrestling championship. Having adopted her own personal mantra “I love and approve of myself and I trust the process of life,” Ms. Battey learned to channel her energy into a successful company that encourages people to be themselves. Ms. Battey decided to design a clothing line that featured powerful affirmations, slogans and designs. Using \$4,000 of borrowed funds, she decided to try the idea out by creating T-shirts for herself and friends to wear. The company’s concept includes the tagline and mantra: “just be.”

In two short years, Spiritual Fitness Wear has become the yoga, fitness and everyday garb of choice for thousands, including several well-known celebrities. More than 75 stores across the country carry the line, including Lucy stores, M. Fredric and Frontrunners. Spiritual Fitness Wear is active wear and loungewear designed to provide comfort and “good vibes.”

Ms. Battey will be recognized for her business success on October 21, 2004 at the Ontario Marriott by the U. S. Small Business Administration as part of the SBA’s salute to Minority Enterprise Development.

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